

# CONTRACT



**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

And:

**Adelstein & Associates**  
**Attention: Candy Kyle**  
**222 West Ontario Street**  
**Chicago, IL 60610**

<u>Contract / Revision</u> 568372 /		<u>Alt Order #</u> 09792570
<u>Product</u> WOMEN VOTE/3181		
<u>Contract Dates</u> 08/20/12 - 08/26/12		<u>Estimate #</u> 3181
<u>Advertiser</u> Women Vote		<u>Original Date / Revision</u> 08/15/12 / 08/15/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Ryan Anzalone	<u>Sales Office</u> Chicago-Millenn
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	6	08/20/12	08/24/12	M-F 5a-530a	5a-530a		:30			NM	3	\$1,005.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				3	\$335.00			
N 2	6	08/20/12	08/24/12	M-F 530a-6a	530a-6a		:30			NM	3	\$1,245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				3	\$415.00			
N 3	6	08/25/12	08/25/12	Sa 7a-8a	7a-8a		:30			NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$335.00			
N 4	6	08/25/12	08/25/12	Sa 8a-9a	8a-9a		:30			NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$315.00			
N 5	6	08/20/12	08/24/12	M-F 9a-10a	9a-10a		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				3	\$300.00			
N 6	6	08/20/12	08/24/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	4	\$1,140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				4	\$285.00			
N 7	6	08/20/12	08/24/12	M-F 1130a-12p FOX 6	1130a-12p		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				3	\$300.00			
N 8	6	08/20/12	08/24/12	M-F 4p-430p	4p-430p		:30			NM	3	\$945.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				3	\$315.00			
N 9	6	08/20/12	08/24/12	M-F 430p-5p	430p-5p		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				3	\$350.00			
N 10	6	08/20/12	08/24/12	M-F 5p-530p	5p-530p		:30			NM	4	\$2,260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				4	\$565.00			
N 11	6	08/20/12	08/24/12	M-F 530p-6p	530p-6p		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				4	\$500.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

Contract / Revision	Alt Order #
568372 /	09792570

Contract Dates	Product	Estimate #
08/20/12 - 08/26/12	WOMEN VOTE/3181	3181

Advertiser	Original Date / Revision
Women Vote	08/15/12 / 08/15/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
N 12	6	08/20/12	08/24/12	M-F 6p-630p	6p-630p		:30			NM	3	\$1,755.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 08/20/12 08/26/12 MTWTF-- 3 \$585.00												
N 13	6	08/20/12	08/24/12	M-F 930-10p	930p-10p		:30			NM	2	\$2,670.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 08/20/12 08/26/12 MTWTF-- 2 \$1,335.00												
N 14	6	08/20/12	08/24/12	M-F 10p-1035p	10p-1035p		:30			NM	2	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 08/20/12 08/26/12 MTWTF-- 2 \$1,250.00												
N 15	6	08/25/12	08/25/12	Sa 930p-10p	930p-10p		:30			NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 08/20/12 08/26/12 -----S- 1 \$1,000.00												
N 16	6	08/20/12	08/24/12	M-F 1035p-1105p	1035p-1105p		:30			NM	4	\$1,660.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 08/20/12 08/26/12 MTWTF-- 4 \$415.00												
N 17	6	08/20/12	08/24/12	M-F 1105p-1135p	1105p-1135p		:30			NM	3	\$675.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 08/20/12 08/26/12 MTWTF-- 3 \$225.00												
<b>Totals</b>											<b>47</b>	<b>\$22,355.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/25/12	47	\$22,355.00	\$19,001.75
<b>Totals</b>	<b>47</b>	<b>\$22,355.00</b>	<b>\$19,001.75</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

P.02

23974

**ADELSTEINILISTON**  
222 WEST ONTARIO STREET, SUITE 600  
CHICAGO, ILLINOIS 60654

  
**THE PRIVATE BANK**  
120 SOUTH LA SALLE STREET • CHICAGO, ILLINOIS 60603  
2-648-710

Member FDIC  
Equal Housing Lender

8/15/2012

PAY TO THE  
ORDER OF

WITI-TV

\$ \*\*19,001.75

Nineteen Thousand One and 75/100

DOLLARS

WITI-TV



MEMO

Women Vote est 3181

AUTHORIZED SIGNATURE

⑈023974⑈ ⑆071006486⑆ 116908⑈

DELSTEINILISTON

WITI-TV

Women Vote est 3181

8/15/2012

19,001.75

23974

Chk Account Adelstei Women Vote est 3181

19,001.75

#068372

AUG-15-2012 22:24

NAB Form PB-17 Issues

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Dennis Haggerty  
do hereby request station time concerning the following issue:

<u>Jimmy Baldwin For Senate</u>
---------------------------------

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

<b>Total Charges:</b>
-----------------------

This broadcast time will be used by: \_\_\_\_\_

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input checked="checked" type="checkbox"/> <b>Yes</b>	<input type="checkbox"/> <b>No</b>

## NAB Form PB-17 Issues

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

*Tammy Baldwin for Senate*

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

*Women Vote*

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

*Treasurer: Stephanie Schmitz*

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

*8/14/2012*  
Date

*[Signature]*  
Signature

*312-787-3322*  
Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title